

**Yakima County**  
**Quit Line Data Summary**  
 July 1 - September 30, 2003

	<b>County</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 76</b>	<b>N = 2,935</b>
<b>Percent of Statewide Calls</b>	3.1%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	3.8%	100.0%

  

	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 76</b>	<b>N = 2,565</b>
Female	67.1%	63.8%
Male	32.9%	36.2%
<b>Race/Ethnicity</b>	<b>N = 68</b>	<b>N = 2,185</b>
People of Color	13.2%	13.0%
White	86.8%	87.0%
<b>Age</b>	<b>N = 73</b>	<b>N = 2,379</b>
Less than 18 years old	1.4%	1.7%
18 - 24 years old	12.3%	15.7%
25 - 34 years old	23.3%	23.3%
35 - 44 years old	32.9%	26.0%
45 years and older	30.1%	33.2%
<b>Education</b>	<b>N = 71</b>	<b>N = 2,267</b>
Did not graduate high school	32.4%	19.5%
High school graduate	26.8%	33.3%
Some college/vocational school	39.4%	35.3%
College graduate	1.4%	11.9%
<b>Caller Type</b>	<b>N = 76</b>	<b>N = 2,685</b>
General Information	0.0%	10.5%
Health care provider	3.9%	3.2%
Tobacco user	96.1%	86.3%
<b>Payer Type</b>	<b>N = 54</b>	<b>N = 1,774</b>
Insured	31.5%	29.4%
Uninsured	33.3%	30.4%
Medicaid	35.2%	40.2%
<b>Heard About</b>	<b>N = 66</b>	<b>N = 2,220</b>
Past caller	7.6%	14.0%
Employer/worksites	0.0%	1.1%
Health care provider	33.3%	29.8%
Television	25.8%	13.7%
Outdoor advertisement (billboard/bus/wall)	1.5%	4.7%
Targeted mailing	0.0%	0.0%
Great Start	0.0%	0.1%
Radio	0.0%	1.1%
Newspaper/Magazine	0.0%	0.5%
Brochure/Newsletter	6.1%	5.6%
Family or friend	22.7%	24.7%
Health Department	1.5%	4.1%
School	1.5%	0.6%